

## **Ticket Sales Go LIVE For The Biggest Electronic Dance Music Trio Swedish House Mafia - 'One Last Tour'**

**Over 80 percent tickets sold for the Mumbai concert within two hours on  
BookMyShow.com**

**Mumbai, October 09, 2012:** BookMyShow.com, the largest entertainment ticketing portal in India brings the most awaited electronic dance music concert by the world renowned **Swedish House Mafia - 'One Last Tour' - Sunburn Arena.**

The trio will be performing together in India for the first time on **17<sup>th</sup> November & 18<sup>th</sup> November 2012, Mumbai & Delhi respectively, 5.00 pm onwards.** Tickets for the concert are exclusively available on BookMyShow.com.

Along with being the exclusive ticketing partner for the event, BookMyShow.com will also manage the on-ground operations for the event. **Ashish Hemrajani, Founder and CEO of BookMyShow.com said;** *"At BookMyShow.com, we aim to surprise and wow our customers with a wide and engaging array of entertainment options. The popularity of Swedish House Mafia is unparalleled and this held true with record breaking sales for the concert. The tickets went live at 12 pm and within two hours, BookMyShow.com sold over 80% of the tickets. I truly believe that **India has developed a savor for live entertainment. Today Indians have become experimental with their choice of leisure activities and we shall be seeing many more International talents in India, in the coming years**".*

*Swedish House Mafia is a Swedish electronic dance music trio of Axwell, Steve Angello, and Sebastian Ingrosso. The group officially formed in late 2008 and was placed at number 10 on the DJ Magazine Top 100 DJ Poll 2011. The dynamic of the three and their collective history is key to the Mafia's continued success.*

**About BookMyShow.com:** Bigtree Entertainment's BookMyShow.com is the largest entertainment ticketing portal in India with over 90% market share in the online entertainment ticketing space. Headquartered in Mumbai, BookMyShow.com also has offices in New Zealand and Malaysia. BookMyShow.com has an enviable kitty of over 1300 screens spanning across 250 cinemas in more than 100 cities. BookMyShow.com tickets for over 500 events every year across India. In the arena of Sports, 75% of

*India's largest sporting events are managed by BookMyShow.com. Some of them include Formula 1, Indian Premier League, Indian Cricket League, Aircel Chennai Open, Super Fight League, Yonex Badminton Championships, etc. With over 35 million page views per month, BookMyShow.com has an active and loyal database of over 3million happy consumers. It has a fan following of over 1.4 million Facebook and Twitter users. BookMyShow.com has special downloadable mobile applications for Blackberry, iPhone, Android and Windows phone. It has also been awarded in the category of 'The Hottest Company of the Year-2011-12' and 'The Company To Watch Out For' in the prestigious CNBC Young Turks Award. On an average, BookMyShow.com sells more than a million tickets per month. BookMyShow.com is one of the top three entertainment e-commerce websites in India.*

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